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ARMAGEDDON

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DEEP IMPACT

# MAD<sup>IND</sup>®



#373 September 1998 Our Price \$2.50 Cheap!



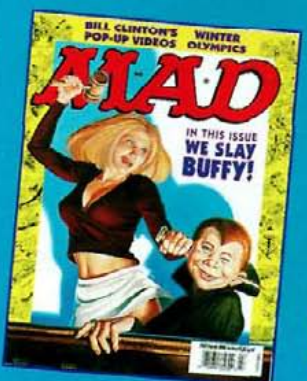
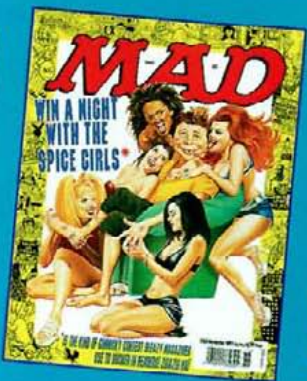
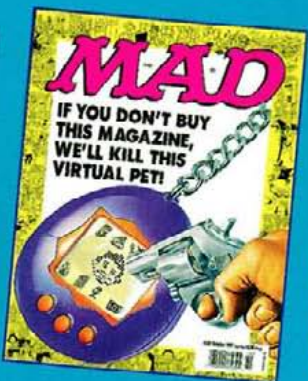
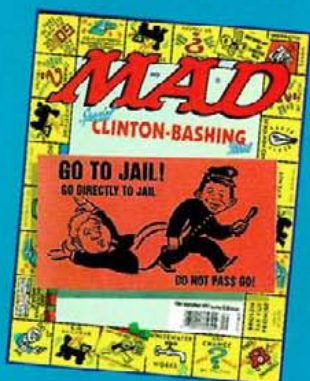
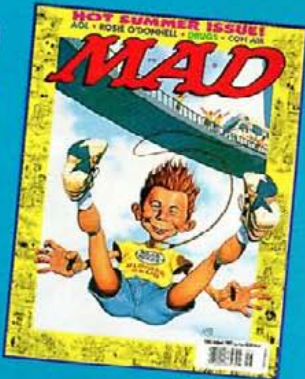
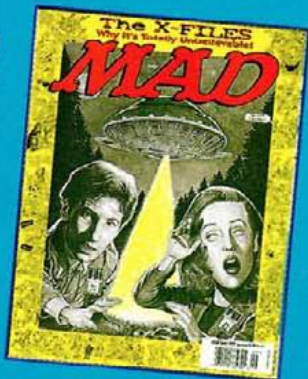
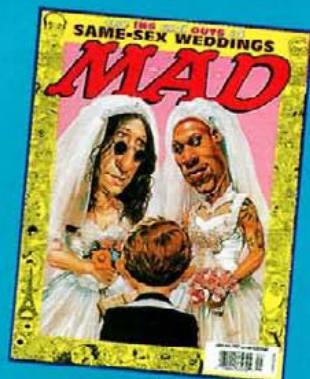
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*Ben*





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SEPTEMBER 1998 NUMBER 373

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— Alfred E. Neuman

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FRONT COVER ARTIST: JAMES BENNETT



MAD #374 ON SALE  
SEPTEMBER 22!

## TITANIC FANATICS

I was appalled to see a flaw in your satire "Trypanic" (MAD #369). On the bottom of page eight, Callous is wearing the same ring that the Phantom wore in the movie *The Phantom*. The character who plays Cal in the movie *Titanic* is the same person who played the Phantom in *The Phantom*. I see no reason for Callous to be wearing the Phantom's ring since he is sinking on the Trypanic. Also, Callous is not wearing the ring in any other scenes.

Jose Guerrero  
Cherokee, NC

You depict the Titanic on your cover sinking with all four smoke stacks blowing smoke. I ask you, how could this be? The fourth smoke stack was used strictly for ventilation! I'm not the one blowing smoke here.

Daryl Horton  
Green Bay, WI

Jose and Daryl — Thanks for the letters. We're letting guest Ed. Leonardo DiCaprio answer for us! —Ed.

## HAIR APPARENT

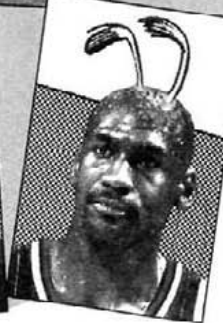
I just wanted to know, what are those things sticking out of Monroe's head? Are they his ears?

Emily L.  
Washington, MI

Em — No, not ears! They're Monroes' dreds and they happen to be the hottest and latest craze among those in the know! —Ed.



Jennifer, Leonardo and Michael have jumped on the Monroe bandwagon — how about you?



## THAT SINKING FEELING

Your Titanic cover (MAD #369) is very intriguing, but talk about déjà vu, or perhaps the lack of creativity. It looks plagiarizingly similar to your S.S. Poseidon cover (MAD #161)!

Aaron Carter  
Burbank, CA



MAD #161



MAD #369

Aaron — Holy smokes, you're right! We contacted our sparkplug attorney "Lawyer Lil" who says we can indeed sue ourselves for plagiarism. Since she will be representing both ourselves and us, chances for an amicable out-of-court settlement are high. We hope so, because the lawyers' fees are astronomical! —Ed.

## HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 373, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

## MAD MUMBLINGS @aol.com SPECIAL HANSON EDITION

We received thousands of letters concerning our article "Letters to Hanson" (#369). Here is a sampling in MAD Mumbblings form:

I speak for all the Hanson lovers when I say I want an apology —Hypa1...Do you realize how rude and disrespectful you were to Hanson? —Snowz14...Stop making fun of Hanson now or you will get sued —ADIDaleoD...People should stop teasing them because of their hair. I think it gives them personality —Popcycl... Making fun of them will not get you anywhere —VPKT...That is so mean you should talk about something else and stop dissing the boys —Hanson7258...I don't think you seem to realize how many actually love Hanson. You obviously don't realize that when you mess with Hanson, you mess with me, and I can guarantee you don't want to go there —llive4ITZ.

Jose and Daryl —  
You're the schmucks  
of the world!





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### COMPLETELY MADD?

I am writing you because I think that your organization should keep up the good work. By forming a group like Mothers Against Drunk Driving, you've helped thousands of young people not to make mistakes. Could you please send me some bumper stickers so I can put them on my Mom's car? Thank you for listening to a young teenager like myself.

Stefanie Wetteland  
Portland, OR

Steffie — Thank you for your wonderful, inspiring letter. You are truly what America is all about! We are happy to send you bumper stickers under separate cover. Here are a few we'll be sending your way! —Ed.

MY SON REGISTERED A 3.0  
ON THE BREATHALYZER and we're  
damn proud!

ABSOLUT  
SINKING  
DRUNK

STOP ROAD RAGE—  
Have a few  
before getting behind  
the wheel

My other  
car is a  
Budweiser truck

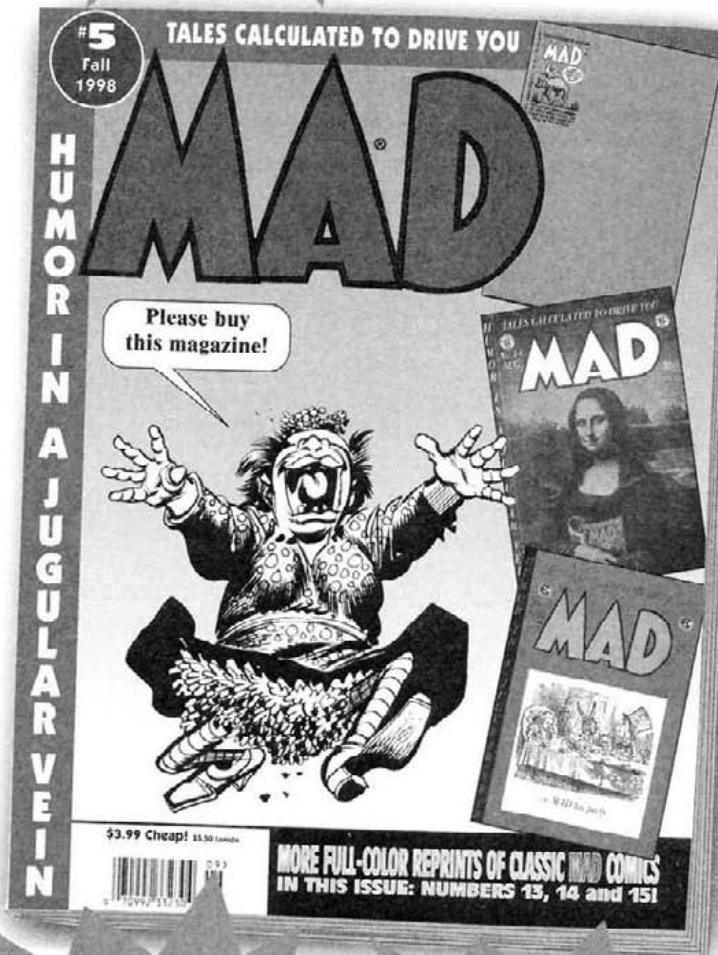
### PIPE-A PERSONALITY

As devout readers of MAD's letters page know, we have a long and proud history of publishing the covers of obscure magazines that feature MAD contributors. Who can forget that heart-warming photograph of Duck Edwing on the cover of Kinko's magazine *Home Worker* (Letters page #364). And we still double over when we think about the Alfred/Bill Gates morph on the cover of *Upside* magazine (Letters page #370). Well, we have another one for fans of rarely-seen and infrequently purchased journals everywhere! MAD's own Dave "Lighter Side" Berg in a brilliant charcoal self-portrait on the cover of *Pipes and Tobaccos* magazine! Kaputnik, you've made us proud (or something)!



THOSE WHO DON'T  
LEARN FROM  
THE PAST ARE  
**DOOMED**  
TO RE-READ IT!

A 96-page FULL  
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of the original  
MAD comics—the  
fifth in a new series!  
Continuing the  
history of MAD  
comics written by  
MAD writer Frank  
Jacobs exclusively  
for this series!



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item we  
don't want  
you to miss!

WARNING: This full-color Spectacular is ONLY available at news-stands, bookstores, comic specialty shops and other retail outlets! It is NOT part of the series sent to MAD Super Special subscribers!



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- ☐ No! Forget the stupid sales literature! I've already bought the Orwreck XL and completely destroyed my home and all of my possessions. Please send me information immediately on how I can shut the damn thing off!

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**ORWRECK**

Nothing sucks more than an Orwreck.

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**The world's most powerful vacuum.** With its brushes revolving at 65,000,000 rpm, the Orwreck XL is the most uncontrollable machine to have ever skated by the Product Safety Commission. It will dislodge embedded dirt, sand hardwood floors, gouge concrete surfaces, rip up an asphalt driveway and remove tattoos and facial hair — whether you want it to or not!

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**It's the lightest full-size vacuum available.** The Orwreck XL weighs just 8 pounds, so lugging it to the repair shop every month or so is a breeze! Best of all, every Orwreck XL comes with a Universal Attachment Nozzle which fits many of those novelty suction devices usually advertised in the back of men's magazines.

**The choice of professionals everywhere.** The Orwreck XL is already the favorite vacuum of mortuary attendants, unlicensed asbestos removers and illegally hired hotel maids who fear loss of their job if they don't say what we tell them to say. Now this same vacuum can be yours, thanks to this amazing offer and the circumventing of Federal laws banning the sale of highly dangerous and untested machinery.

**Free Super Compact Canister.** The same 4-pound Suck-Master you've seen on TV for a split second before hitting the remote! It's so powerful, it will lift a bowling ball!\* And the Suck-Master is yours free when you purchase the Orwreck XL and completely suspend all notion of hidden costs and good consumer common sense.

**Take the Orwreck Challenge.** Try the Orwreck XL risk free. If after 15 days, your floors are not completely free of all dirt, carpeting, pets, and toddlers, just return it. Simply pay us what we say you owe us and you'll never hear from us again!



**XL EXTENDED LIFE**

**FREE  
GIFT**



A MAD AD PARODY

\*Individual bowling scores may vary. Manufacturer assumes no responsibility for 7-10 splits. Consult your local bowling league for rules and restrictions. Bowling shoes not included.

WRITER: J. PRETE  
ARTIST: HERMANN MEJIA





# SITUATION COMET-Y DEPT.

Oh no!  
I think  
that's a  
rogue  
comet  
on a  
collision  
course  
with  
Earth!

You're a dork,  
Beadyman! What're  
you looking up in  
the sky for? Check  
out the fifth  
window on the  
top floor of the  
Holiday Inn!  
Now THAT'S a  
heavenly body!

# A MONTH LATER

I fed the computer all the  
info on the rogue comet that  
Beadyman sent me! That monster  
comet is on a collision course  
with Earth! I'm trying to  
e-mail the President, but now  
that I finally got past AOL's  
busy signals, I can't get past  
these &\*!@^%-ing endless  
Platinum Visa Card offers!

I guess driving 100 miles an hour down  
a winding road with heavy truck traffic wasn't  
too smart! But I'm not worried! If this car  
explodes into a fireball, I'm sure the disk and  
the envelope with the photos of the comet  
will miraculously survive! That way Beadyman,  
the kid who discovered the comet, and  
me, Marv Wolfman, will become famous, and  
Spielberg will discover that a totally confusing  
movie will hit the audience with a humongous...

# SLEEP IMPACT

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

Recently the nation's top astrologers discovered what some dopey teenager observed a year ago — a huge comet hurtling toward Earth! This comet is big, about the size of New York City, but not as big as the plot holes in this movie! When it hits, millions will die, and life as we know it today will cease! As your President, I didn't release this news earlier, so I would have something BIG to release whenever another illegal campaign fundraising scandal was uncovered! That happened about 15 minutes ago, hence this announcement, which will wipe that illegal fundraising story off the face of the Earth — along with most of the inhabitants!

Mr. President, Jerky Learner, MSNBC! Is it true that you're going to back up your comet of doom story with cheap special effects, scientific mumbo jumbo, and mundane scenes of people screaming and running for their lives... you know, like that lame-ass Duchovny does on *The X-Files*?

Mr. President, where does all the money from ENSURE, a brand name plastered all over this movie, go? And will MAD be able to get some for using the name ENSURE twice in this opening panel?

Mr. President, will you be hiring new interns to help with this crisis? If so, I have experience in the Oval, er...the OVAL Office!

Astounding, just astounding!  
This story about a comet that's gonna destroy us all?

No, that we finally elected a black President!

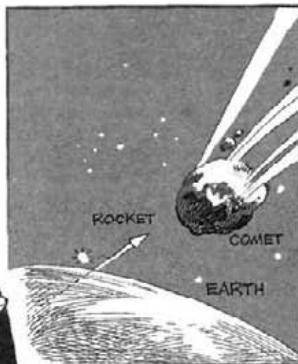
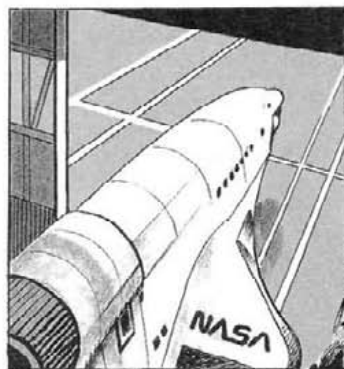
Big deal! They made him President of a nation that's about to be wiped off the planet!

MORT DRUCKER



This is the Meshugginer Space Shuttle, a joint project between Russia and America! America provided the \$5 trillion to build it — the Russians provided some neat T-shirts that say: "My father went to the comet and all I got was this lousy T-shirt!" The Shuttle is carrying nuclear warheads which will be used to blow the Bedyman/Wolfman Comet to bits in the hopes of saving the Earth!

I wish I could be around for the launch, but the First Lady and I have non-refundable tickets for a tour of the Himalayan Mountains! But thanks to modern miracles like cell phones, I WILL BE in touch!



Here's tonight's lead story: A comet will strike the Earth, 200 billion people worldwide will die! All plant and animal life will be destroyed! However, the IRS warns taxpayers that the catastrophe will NOT be an excuse for not filing your 1040 form!

Why is Jerky Leaner suddenly made a news anchor? She's wooden, she lacks charisma, she looks ill at ease on camera and she's unqualified!

You just answered your own question! She has all the perfect qualities that make up a cable network news anchor!

We now go live to the cameras inside the Meshugginer Space Shuttle!

I know you guys think I'm too old for this mission, but you forget, sonny boys, I walked on the moon!

Yeah, but could you do that today... WITHOUT your walker?



Why are we flying directly behind the comet? If we moved to the right or left of it, we wouldn't be pelted with all this debris!

We can't move to the right or left because this is a brand new Space Shuttle, and quite frankly, I don't know where the turn signal is!

There are no turn signals on a Space Shuttle, Captain!

Okay, then someone open the window and put their hand out! Signal that we're going right! I've flown 100 million miles without a moving violation and I don't want one now!

Your mission, men: Drill a hole in the comet and plant the bomb! But remember, you must do it before dawn, because the sun will bake this comet! But don't worry, NASA's new tanning cream has a sun protection factor of 4 billion! It'll protect you for five seconds before you fry like a strip of bacon!





We buried the nuclear bomb okay, and it went off okay, but it didn't destroy the comet!

But it nearly destroyed our ship! Why did we stay so close to the impact area, Captain? We should have gotten the hell outta there!

I never exceed the speed limit! What does it matter if our mission takes an extra light year or two? I'm not gonna risk being pulled to the side for speeding by some unmarked SpaceCop with a ticket quota!

I'm sorry you were permanently blinded by the sun! To cheer you up, I'm gonna read you the unabridged version of *Moby Dick*!

*Moby Dick*?! Ugh! I wish I'd lost my sight AND my hearing!

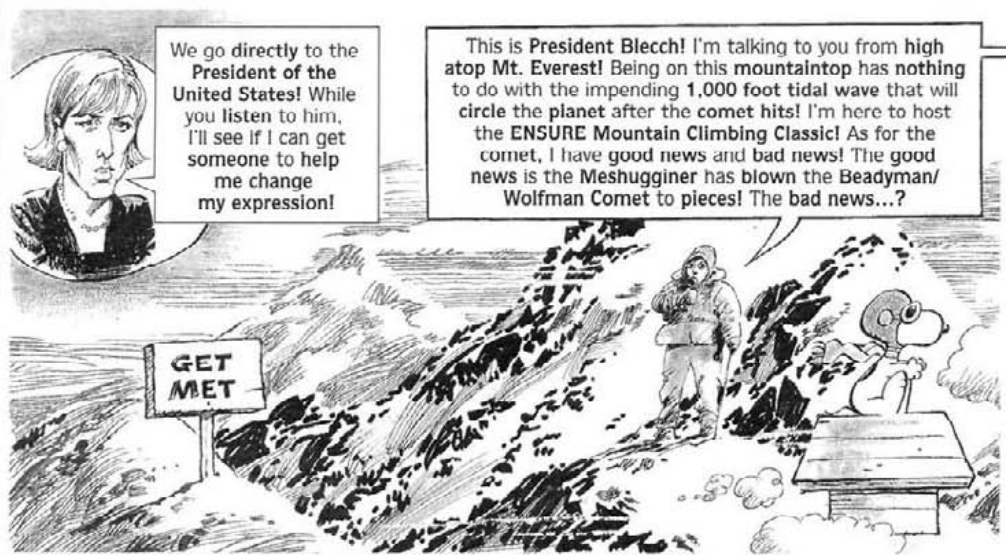
"Call me Ishmael..."  
Call me bored!!



We go directly to the President of the United States! While you listen to him, I'll see if I can get someone to help me change my expression!

This is President Blech! I'm talking to you from high atop Mt. Everest! Being on this mountaintop has nothing to do with the impending 1,000 foot tidal wave that will circle the planet after the comet hits! I'm here to host the ENSURE Mountain Climbing Classic! As for the comet, I have good news and bad news! The good news is the Meshugginer has blown the Beadyman/Wolfman Comet to pieces! The bad news...?

...Now it's in TWO pieces — one the size of the Bronx and the other the size of Brooklyn! And they're BOTH heading toward Earth!



But all is not lost! We have built immense caves in the soft limestone of Missouri! We have room there for two million people! We planned to select 200,000 of the best brains in America, but unfortunately, we fell 192,000 best brains short, so politicians and their friends made up the difference!

Then we have those people who made immense contributions to my election campaign, and we have celebrities who always get what they want! To make a long panel short, there is room for six additional citizens, who will be chosen at random by Publisher's Clearing House to ENSURE a fair lottery!





I've been selected to get into the safe ark cave! If we get married right now, Sorrow, they'll automatically include you as my wife!

But I'm only 15 years old!

I'm 15 too! Together, we're 30! It's great!

But you two are too young to sleep together!

Then it's perfect! After marriage, there's usually no sex!

My new bride Sorrow wouldn't get on this bus without her whole family! I left without her, but I've changed my mind! I have to go back to get her!

Wow! Your commitment to your wife is that strong already?

No, but my commitment to being like Leonardo DiCaprio and going back to save Kate Winslet in *Titanic* is that strong!



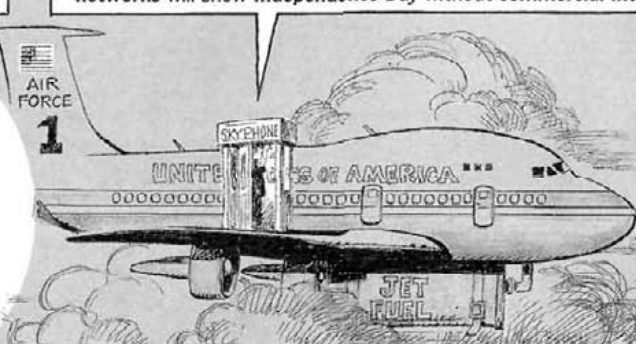
Hmph! Beadyman isn't the only one who can cash in on *Titanic*! I'll put on expensive jewelry like Gloria Stuart did in that flick! It jump started her dead career, maybe it can help mine! God knows my political positions haven't helped much!



We're going live again to the President of the United States who will try to move this story along at a ...ZZZZZZ!



I'm talking to you from Air Force One! It's been slightly redesigned to hold just three people — me, the First Lady and the Captain! The rest of this 747 contains 283 million gallons of jet fuel! We should be able to stay up here above the chaos for about 2 months! But mind you, we're up here ONLY to get an overall view of the cataclysmic situation on Earth! Unfortunately, the comets are still headed to Earth with nothing to stop them! To take your mind off this hopeless situation, all the TV networks will show *Independence Day* without commercial interruption!



They're taking people to higher ground in the mountains! Go ahead, you and the baby take my seat!



Thanks! Now I'm sorry I didn't support your career more! But if we all survive, I'll do my best to get you a promotion! How'd you like to do the weather?

Giving up your seat was a brave thing to do!

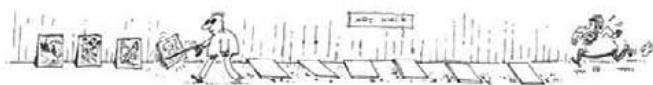
Brave, but not stupid! I may have let her have my seat, but I'm still getting the frequent flier mileage!



Instead of fleeing for safety, I came to die with you, Dad! How I got here when every road in the nation is gridlocked is another story!

Idiot! You're as dumb as your mother! That's why I left her!

It's wonderful how the end of world brings families together! Of course, if the comet doesn't kill everyone, well, I never wanna see your ugly face as long as I live!





That tidal wave is actually doing a lot of good! It's washing away all the litter, all the doggie doo, all the foul air! And best of all, it's washing away **TRUMP TOWER!** New York never looked so clean!

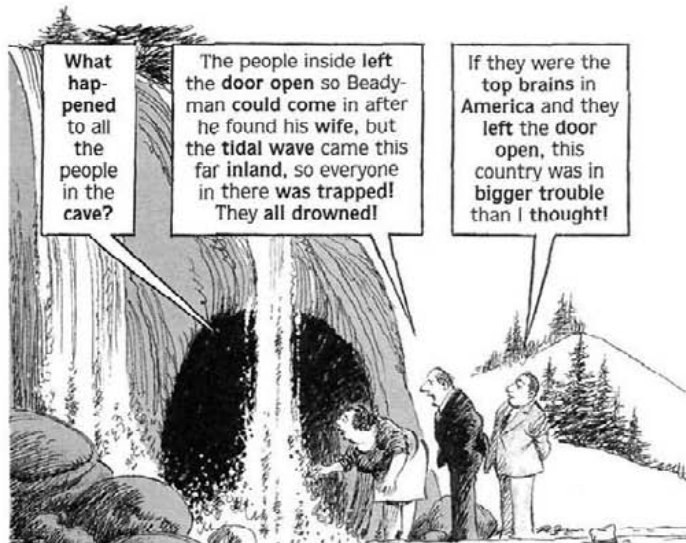
My plan to use nuclear warheads to blow up the bigger of the two pieces of the comet worked! Only the smaller piece hit the Earth!

I don't want to sound ungrateful, Captain, but we would have had enough time to blow up **BOTH** pieces of the comet if you hadn't spent so much time reading me *Moby Dick*!

Yeah, maybe even enough time to blow up **both** pieces and get far enough away so we wouldn't be blown into a million pieces, too! Then again, at least we're out of this boring movie!



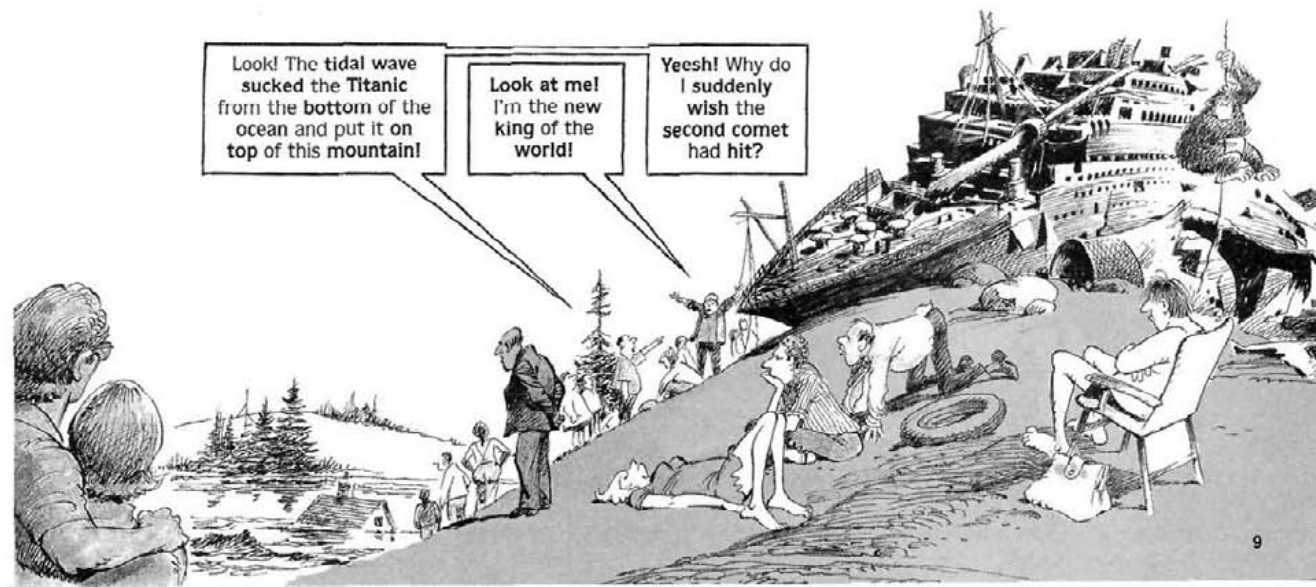
The Meshugginer Space Shuttle has blown up the larger of the two comets! The smaller of the two has **struck Earth**, washing away forests, towns and entire cities! Luckily, it has not affected cable television, and you're receiving this broadcast perfectly! The heroes in that spaceship who saved us are all dead! But we honor them with every brick we lay, every child we conceive, every crop we plant, every soul we help, and every cliché I can think of...



What happened to all the people in the cave?

The people inside left the **door open** so Beadyman could come in after he found his wife, but the **tidal wave** came this far inland, so everyone in there was trapped! They all drowned!

If they were the top brains in America and they left the door open, this country was in **bigger trouble** than I thought!



Look! The tidal wave sucked the **Titanic** from the bottom of the ocean and put it on top of this mountain!

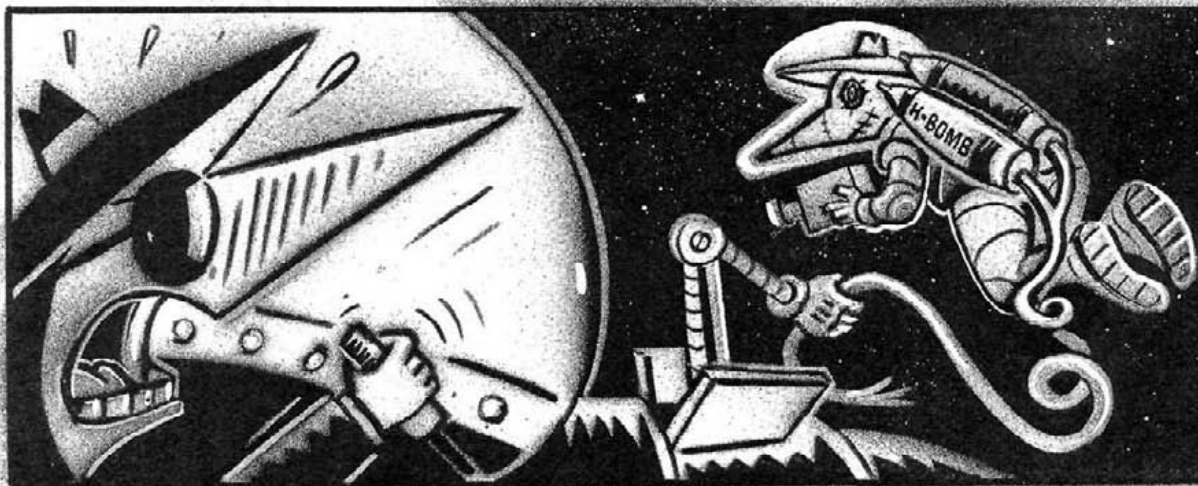
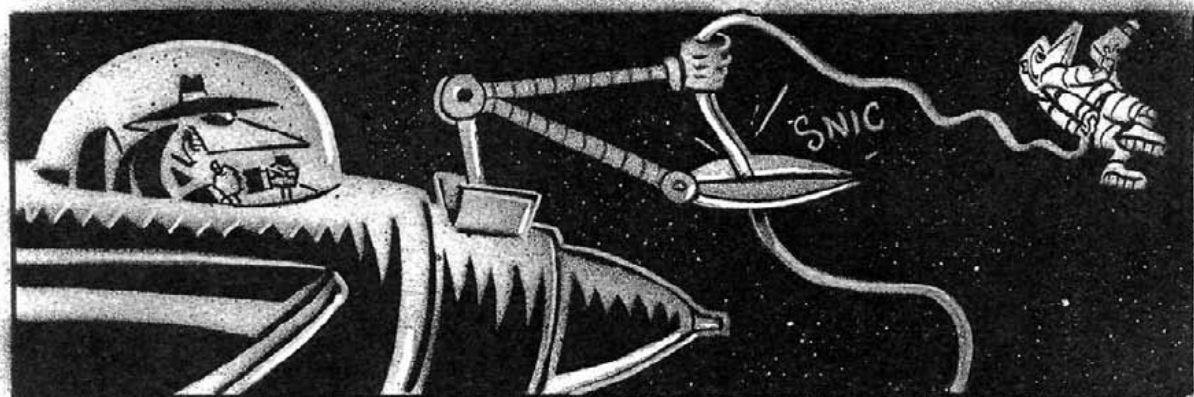
Look at me! I'm the new king of the world!

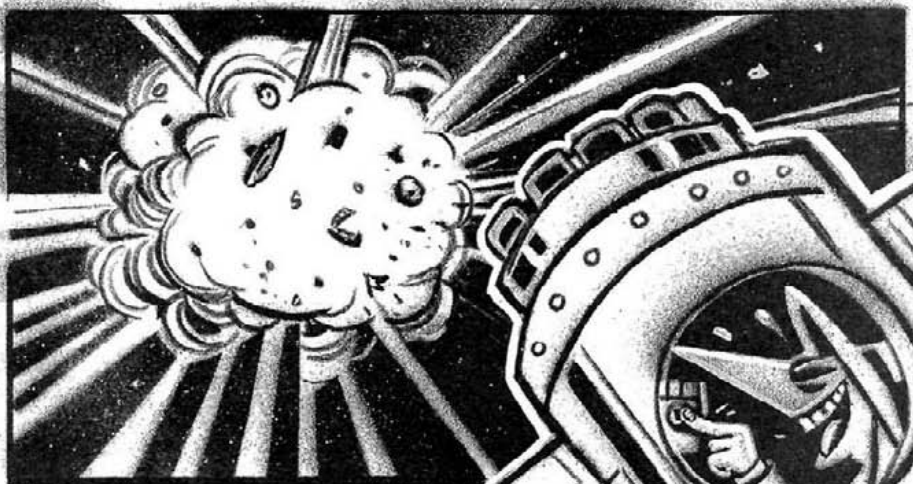
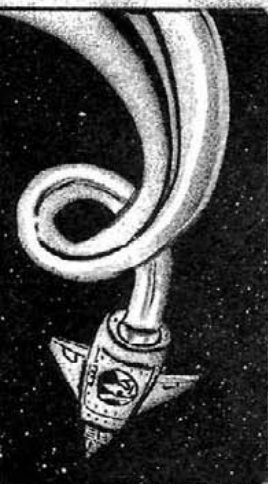
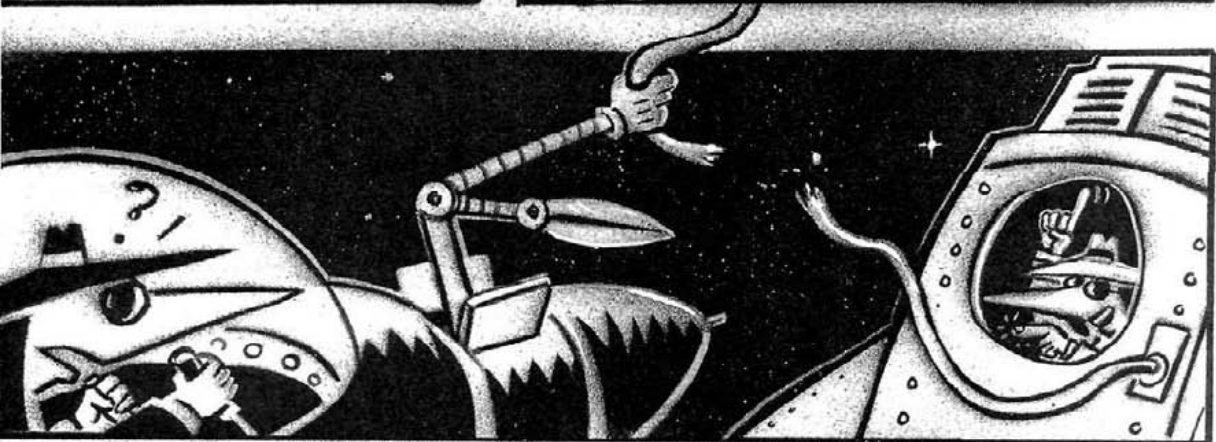
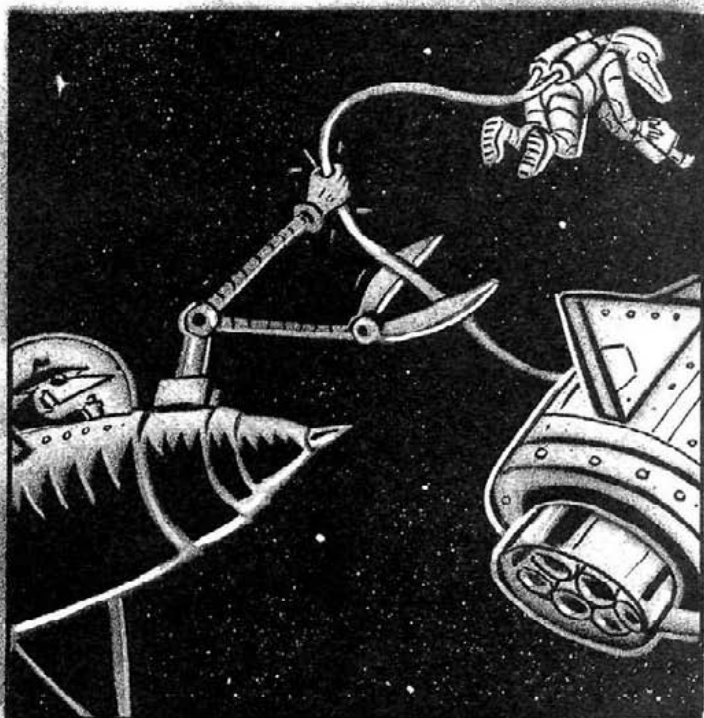
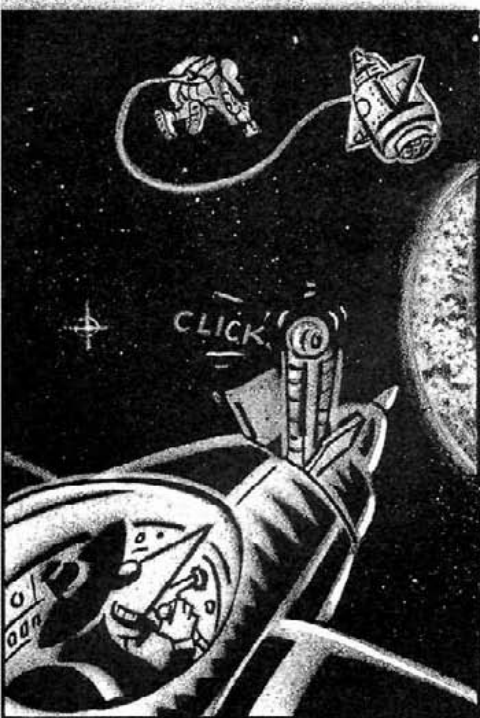
Yeesh! Why do I suddenly wish the second comet had hit?





# SPY VS SPY





KUPER





**OUR BLEACHER PRESENTATION DEPT.**

Well, another season is winding down and baseball's popularity continues to wane. Expanded teams, inflated salaries and the snail-like pace of the game have transformed the National Pastime into the National Naptime! Can the trend be reversed? It won't be easy, but as Yogi Berra once said to a fat lady with a backup band, "It ain't over 'til it's over!" What the game needs is more drama! What the game needs is more excitement! What the game needs is...

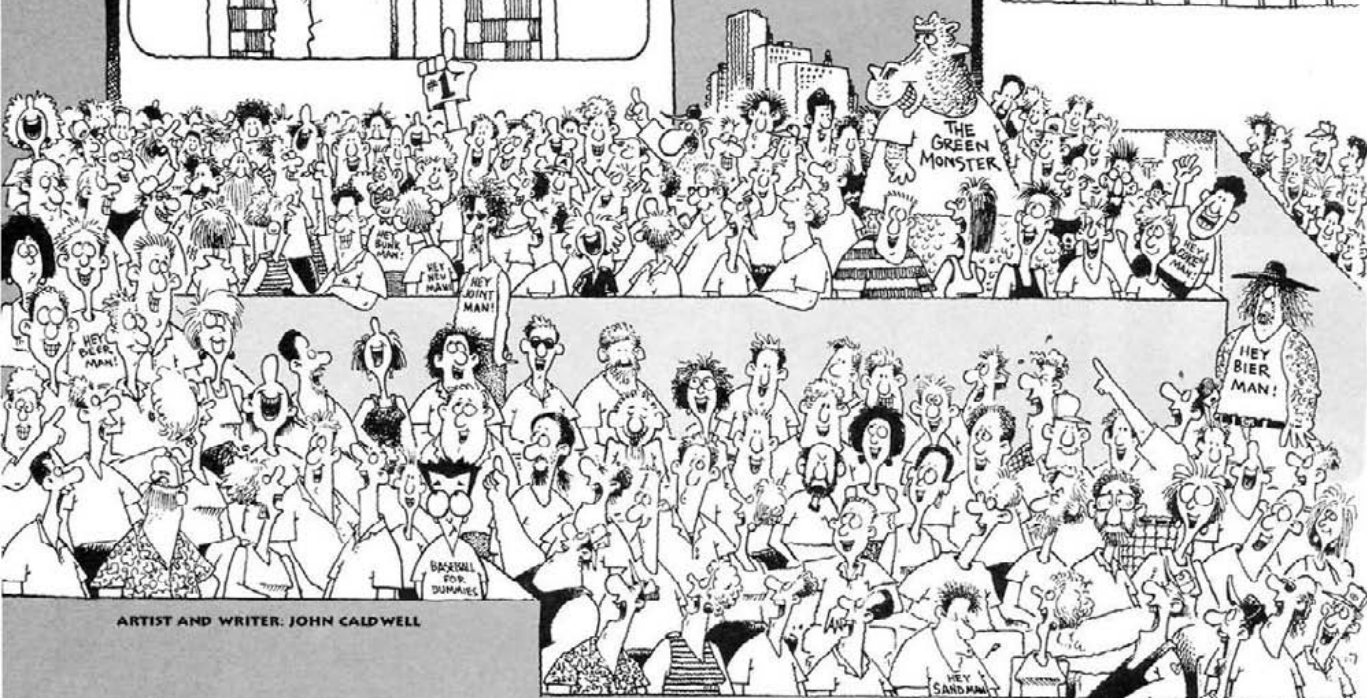
# MAD's Blueprint for

# BOOSTING BASEBALL'S POPULARITY

## DIAMOND VISION



	1	2	3	4	5	6	7	8
THEM								
US								



ARTIST AND WRITER: JOHN CALDWELL

**Push the giant "Diamond Vision" envelope**

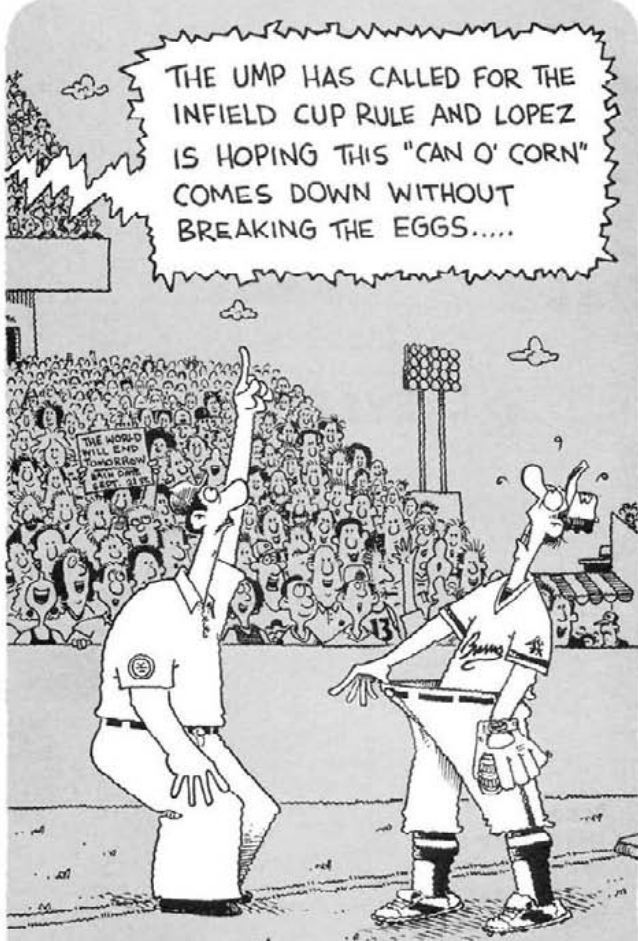
WHAT AM I  
THINKING OF?!?!  
HE WAS OUT BY  
A MILE.....IN FACT,  
MAYBE THAT SHOULD  
COUNT AS TWO  
OUTS!!! OKAY?!?!

GRRRRRRRRRR.....



Make boring, time-consuming quarrels a thing of the past by firing the current crop of umpires and replacing them with recently laid-off disgruntled postal workers

THE UMP HAS CALLED FOR THE  
INFIELD CUP RULE AND LOPEZ  
IS HOPING THIS "CAN O' CORN"  
COMES DOWN WITHOUT  
BREAKING THE EGGS.....



Replace the Infield Fly Rule with the more physically demanding (and risky) "Infield Cup Rule"

SEC. 301-302



Begin a new  
Spring Training  
ritual — the  
Running of the  
Bullpen











Each year, millions of high school juniors and seniors bust their butts studying for and taking the SAT (Scholastic Aptitude Test) or the ACT (American College Test). Our question is: WHY?!!! Most of them are going to wind up sipping McNuggets or scooping Mocha Rainforest Crunch! What they should be taking is something like MAD's new scientifically-designed...

# MWJATS

## MINIMUM WAGE JOB APTITUDE TEST

1. Which phrase below are you LEAST likely to ever use working the overnight shift at 7-Eleven:

- a) "Here's the money — just don't shoot!"
- b) "No, I DON'T know which cough syrup has the most alcohol in it!"
- c) "Whoa, dude! Why don't you BUY the Hustler and do that at HOME?!!!"
- d) "Hey!!! Quit bleeding all over my floor!"
- e) "Sure, we accept American Express Platinum cards!"

ANSWER: (a) (b) (c) (d) (e)



2. The McDonald's Manager who just hired you tells you that your starting salary of \$5.15 per hour will be increased by 10% after 6 months on the job. What is the probability that he'll find some reason to fire your ass after 5 months and 3 weeks?

- a) Absolute certainty
- b) 100% certainty
- c) complete certainty
- d) 100% absolute complete certainty

ANSWER: (a) (b) (c) (d)

3. For whom is the sign in this illustration intended?

- a) The Health Inspector
- b) The restaurant owner's "clean freak" wife
- c) Squeamish customers
- d) Attorneys representing food-poisoning victims

ANSWER: (a) (b) (c) (d)



4. As a valet parking attendant, which of the following should you NEVER do:

- a) Promise the customer you'll "take special care" of his car — and then DO it
- b) Roll down the car's windows before "firing up a doobie" inside
- c) Return the car's radio to the same station and volume as you found it
- d) All of the above

ANSWER: (a) (b) (c) (d)

5. A customer comes in to your video store and asks you to recommend "something light and funny, in a Jim Carrey sort of way." You should respond by:

- a) Grunting
- b) Groaning
- c) Rolling your eyes
- d) Giving them a copy of *Reservoir Dogs* (that masterpiece of ultra-violent neo-noir film-making by genius director Quentin Tarantino) and saying, "This is just what you need!"
- e) All of the above

ANSWER: (a) (b) (c) (d) (e)



6. As a pizza delivery person, which of the following should you NEVER do:

- a) Be careful about keeping the pizza boxes right-side up
- b) Carry change of a twenty
- c) Ring the doorbell fewer than 15 times in 10 seconds
- d) Obey posted traffic and speed limit signs
- e) All of the above

ANSWER: (a) (b) (c) (d) (e)



7. As a Dairy Queen worker, which of the following should you NEVER do:

- a) Fill a cone with ice cream all the way from the bottom
- b) Tell a customer what the "milk" shakes are REALLY made out of
- c) Throw out the chocolate dip when something disgusting falls into it
- d) Be generous with the chocolate and sprinkles
- e) All of the above

ANSWER: (a) (b) (c) (d) (e)

8. Near the end of your shift at Taco Bell, you suspect that the ground beef has gone bad. What should you do?

- a) Nothing. Let the NEXT shift worry about it
- b) Dump in lots and lots of hot sauce to kill the taste and smell
- c) Start making ALL of the "Beef" Tacos out of beans, instead of only the usual 1/2 of 'em
- d) Do your hilarious impression of the "Yo quiero" chihuahua from the Taco Bell Commercials, so customers think they're doubled over with laughter instead of intestinal cramps

ANSWER: (a) (b) (c) (d)



9. Complete the following sentence: "The Customer is always \_\_\_\_\_"

- a) there, bothering you
- b) out to get you fired over the silliest little things, like sneezing in their fries
- c) demanding stuff
- d) unable to see what you're doing to their food behind the grill (heh-heh)

ANSWER: (a) (b) (c) (d)

10. Jason forgets to roll up a car's window before sending it through the automated car wash, resulting in the interior getting completely soaked. What should Jason do?

- a) Shrug and ask, "What water?!"
- b) Blame it on a "crack in the window" (after cracking the window himself)
- c) Blame it on the new guy who doesn't speak English
- d) File an Equal Employment Opportunity Commission complaint when the boss yells at him about it

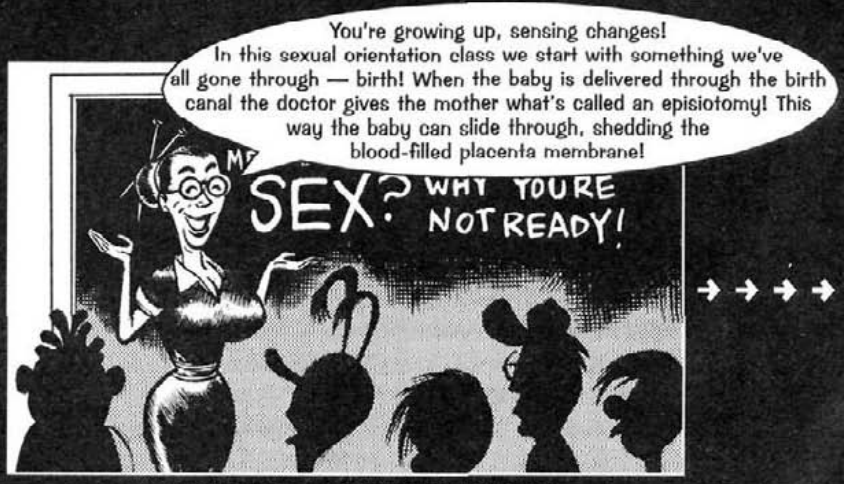
ANSWER: (a) (b) (c) (d)





# MONROE & ...

As summer comes to a close, one thing is as certain as the irreparable damage the

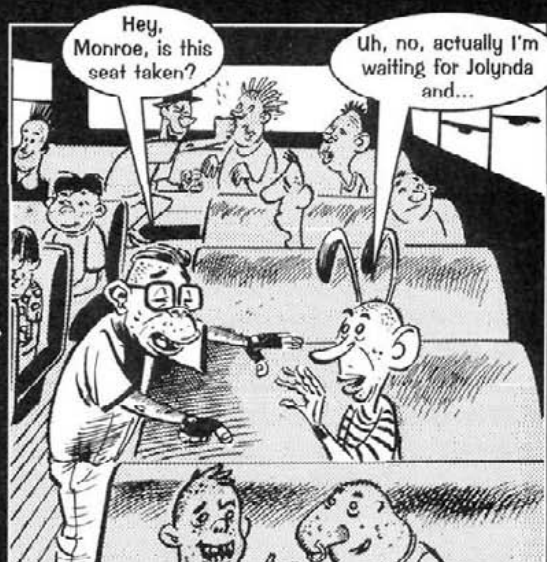


# BACK-TO-SCHOOL

sun has done to your skin...and far more painful. Ring the bell – school's in session!









Like the old saying goes, fashions come and fashions go, even in the world of sports! (No, no, we're not talking about uniform styles and players' hair-length, although everyone thanks God that the NBA retired that goofy "1979 Dr. J look"! ) Believe it or not, it was once considered stylish for athletes and spectators to act civil and treat each other with respect! Of course, nowadays, showing up at a sporting event "wearing" such an outdated and hopelessly retro attitude will get you laughed out of the stadium! So, to save you from public ridicule and embarrassment, let's look at...

# THE OLD SPORTSMANSHIP

# THE NEW SPORTSMANSHIP

## THE OLD SPORTSMANSHIP



Not hitting below the belt

## THE OLD SPORTSMANSHIP

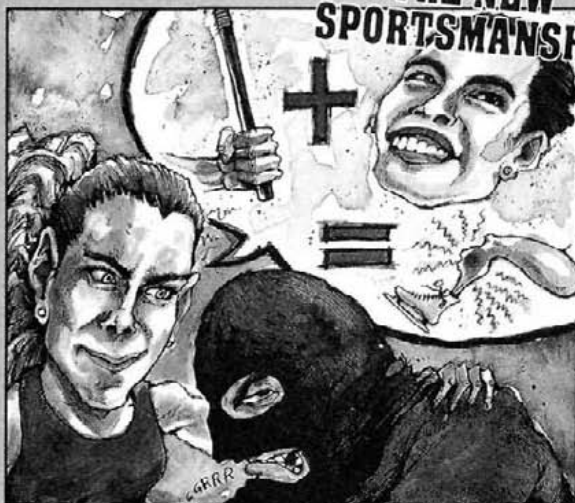


Telling the winner congratulations



Not swallowing your opponent's ear after biting it off

## THE NEW SPORTSMANSHIP



Telling the hitman only to maim your rival, not to kill her



## THE OLD SPORTSMANSHIP



Avoiding the cameraman when diving out of bounds

## THE NEW SPORTSMANSHIP



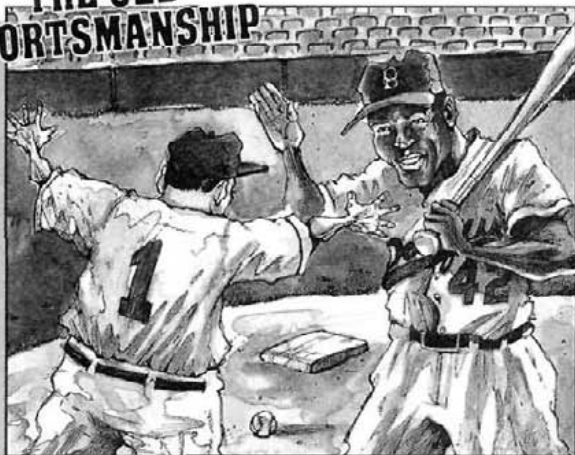
Avoiding the cameraman's testicles when you kick him just for being there

## THE OLD SPORTSMANSHIP



Filing an official complaint with the league office over a bad umpire's call

## THE OLD SPORTSMANSHIP



Welcoming in talented new players with open arms

## THE NEW SPORTSMANSHIP



"Filing" a big wet loogie directly in the ump's face from two feet away

## THE NEW SPORTSMANSHIP



Welcoming in talented new players with offensive jokes involving their ethnic background

## THE OLD SPORTSMANSHIP



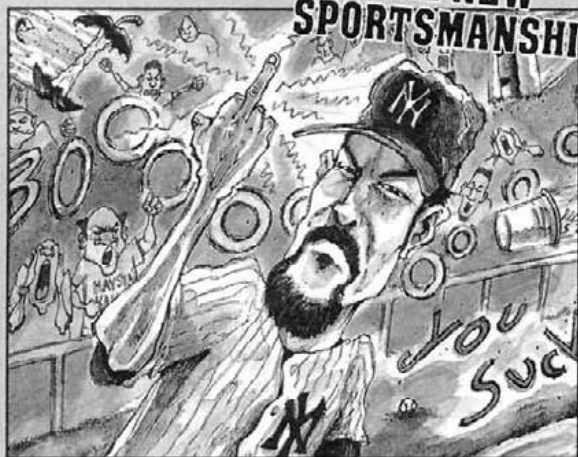
Giving the fans a tip of the hat

## THE OLD SPORTSMANSHIP



Holding your head high when you win a silver or a bronze medal instead of a gold

## THE NEW SPORTSMANSHIP



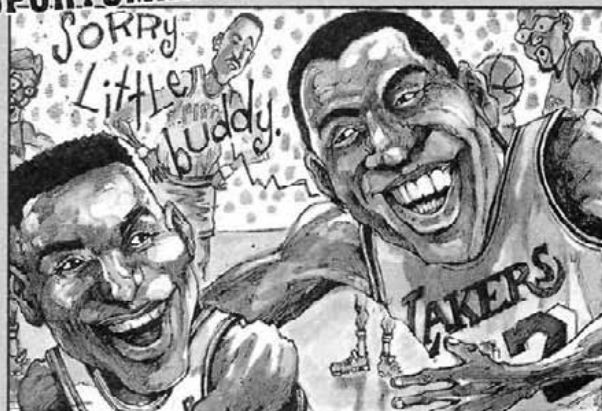
Giving the fans a flip of the bird

## THE NEW SPORTSMANSHIP



Holding your hand over the official team outfitter's logo because they don't make the brand you endorse

## THE OLD SPORTSMANSHIP



Apologizing after tripping another player by accident

## THE NEW SPORTSMANSHIP



Apologizing after choking your own coach on purpose





WHEN THE QUIT HITS THE FAN DEPT.

Recently Geri Halliwell announced her resignation from the Pre-Fab Five, the Spice her former bandmates, Baby Spice, Scary Spice, Posh Spice and Sporty Spice! (Ca BBC-TV, Billboard, MTV, Rolling Stone, Spin, American Movie Classics, the WB, Cat F

# Ginger Spice's

23P  
POSTAGE  
DUE

PLACE  
STAMP  
HERE

Magazine  
Broadway  
Penn

## From the Desk of GINGER SPICE

Dear Posh, Sporty, Baby and Scary:

This has been a very difficult decision for me to make. But after all, I am a Spice Girl. "Paper or plastic" is also a very, very difficult decision for me to make. And let's not get into all those different peanut butter textures. Anyway, this letter is about

a different decision I have made. It's a decision that I decided only after much decision. Oh, yeah, now I remember.

It is with melancholy, chagrin, compunction and other words I don't quite understand that I must announce that I am leaving the Spice Girls. I have made this decision after careful thought, and after helpful advice from my group of career advisers: Shelley Long, Andrew Ridgely, David Lee Roth, Joe Piscopo, Shannen Doherty, David Caruso, Suzanne Somers, Lisa Bonet, and about thirty-five Menudos.

I have learned much during my time as a Spice Girl: I have learned that breast implants and size-6 bustiers don't mix. I have learned that no matter how many stupid faces you make, don't worry, it doesn't stay that way. I have learned that you can make twice as much money by having weepy eight-year-old girls as fans, because their moms have to buy concert tickets too. I have learned that it's harder to do a 90-minute movie about running down hallways and picking your nose than I originally thought it would be.

The only thing I did not learn is what the hell a "zig-ga-zig-ha" is.

I have also been informed that "Ginger Spice" is a registered trademark, and that I must give up the name when I quit the organization. But I know my fans will stick with me under my exciting new solo nickname, "Welfare Cheese Spice."

(continued on next page)



Girls! But Geri was a classy Spice to the very end, sending a personal, private farewell to  
pies of this personal, private farewell were faxed to the Associated Press, Reuters, CNN,  
cy, the Pennysavers, the Keebler Cookie Company and, through some fluke, us.) Here's...

# Farewell Letter



But if I learned one thing most of all, it is this: Being a Spice Girl is all about being yourself. Being a Spice Girl is all about standing on your own two vinyl high heels. And only by spending every day since 1995 standing in between four other women who finish my sentences for me, and only by getting to sing one-fifth of the lyrics and only by having one of the five "Spice" names instead of my own..... yes, only then did I learn what it is to be a true individual.

Yes, it's just like the words we lip-synched so often: "Friendship never ends." And I'm sure you four girls will soon get a brand new Spicy Friend by placing another ad in the newspaper classifieds. Hey, that's the same way we all became friends for life. I know that we girls will always be friends. And I know it's just a coincidence that all four of you got new unlisted phone numbers yesterday.

How does "Back to Porno Spice" sound?

To all my critics who say that inside of six months, I'll be wearing a paper hat and saying, "Do you want fries with that?" you are so jealous, and so wrong. Don't you know that in England, fries are called "chips"?

Maybe I should go with "Blood Bank Spice"?

Whatever happens, though, one thing is certain: the Spice Girls will never be the same. The songs will all continue to be the same, of course, but we won't. This truly is a watershed event in music history. It's like the end of the Beatles...if every Beatle had been Ringo.

Love and Piercings,

*Geri*

Homeless Spice





# MAD POP OFF VIDEO

## MARCY PLAYGROUND "SEX & CANDY"



A look into Marcy Playground's future, just as soon as MTV and radio stop playing this song.



Lead singer Michael Adler says he actually thinks "Sex & Candy" is the weakest song on their album, "Headful of Happy." He prefers the tracks, "Be All" or "Never Wanted a Friendly Face," which showcase more of the band's reggae roots.

Admit it, you so-called "Marcy Playground fans," you had NO idea we just made every bit of that up.



Most people are terrified of insects such as spiders.

Actually, this tarantula is among the *least* creepy forms of life Marcy Playground will encounter in the music business.



Fun Video Rorschach Test: What Do YOU See?

Babar the Elephant getting signals from space through antennae on his head

A screaming marionette

An octopus exploding in outer space

The left half of the silhouette of Charlie's Angels

Jabba the Hutt flashing signs to the third base coach



# THE LIGHTER SIDE OF...



## PARTIES



## JUSTICE

Your Honor, I ask you to **consider my client's background!** He comes from a very hostile environment!

Good! Then he'll feel right at home where I'm sending him!



ARTIST AND WRITER: DAVE BERG

## LEARNING

So how am I doing, Mr. Charney? Do you think I'm ready for my driver's exam?

Considering your progress, Elliot, there's one more essential thing I have to teach you!



How to fill out an accident report!





## SPORTS



## THERAPY



## FASHION



## SAFEGUARDS



## HUMOR



## RELATIONSHIPS



## FOOD



## BUSINESS





## THE OFFICE



## PHILOSOPHY



## DOCTORS





THE SCHMUCKS STOP HERE DEPT.

When we think of summer camp we think of swimming in lakes, hikes through the woods and food fights in the dinner tent. However, with these two boneheads involved, summer camp takes on a whole new meaning! Here's...



# Melvin & Jenkins'

## GUIDE TO SUMMER CAMP

### Jenkins

Jenkins shows the other campers how to start a campfire using just some underbrush and two dry sticks.



### Melvin

Melvin creates a real blaze using nothing but a lighter, the unpopular kid's mattress and all his clothes.



### Jenkins

Jenkins learns that while being on one's own is important for self-development, returning to one's family at summer's end is equally rewarding.



### Melvin

Melvin learns, far too late, that poison oak is no substitute for Charmin.





## Jenkins

Jenkins helps campers develop many useful woodworking skills over the course of eight weeks.



## Melvin

Melvin and his troop, each wielding a power drill, are caught employing those same skills on the roof of the girls' shower.



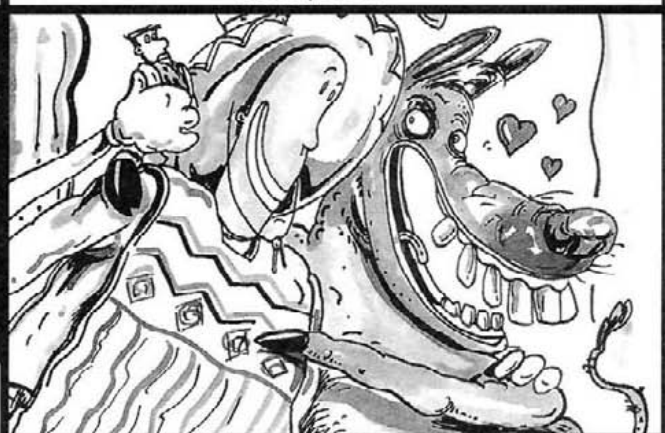
## Jenkins

Jenkins learns to travel with a compass, and makes it back to the campsite by using the stars as a map.



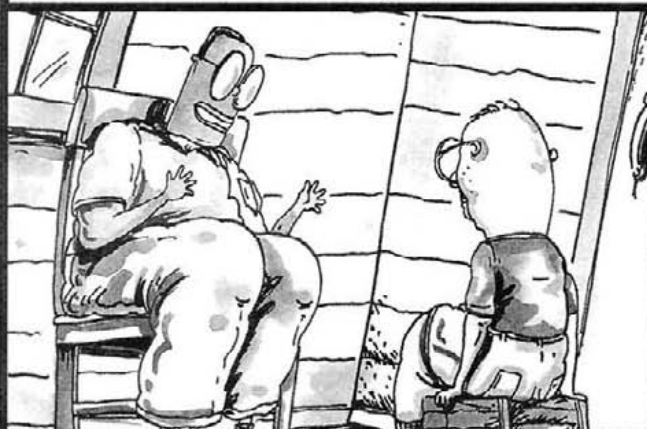
## Melvin

Melvin trades his compass for a rubber Fred Flintstone figurine, and ends up in Tijuana, Mexico starring in an obscene donkey show.



## Jenkins

Counselor Jenkins treats each camper as a unique individual, a special person with his own collection of needs, talents, challenges and dreams.



## Melvin

Melvin introduces the military concept of "acceptable losses" to the summer camp experience.



## Jenkins

Jenkins takes the campers on a nature walk, and shows them how to separate edible fungi from the poisonous ones.



## Melvin

Melvin is too lazy to bother with the walk, but lets the kids examine the different fungi between his toes.



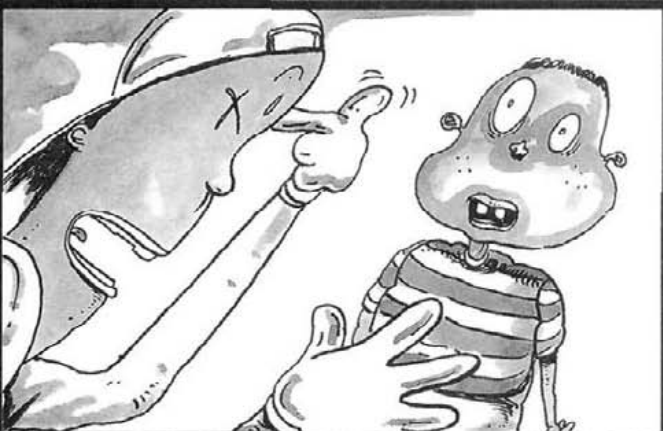
## Jenkins

Jenkins finds the kid who didn't get any mail, tells him a funny story and soon has the youngster all smiles again.



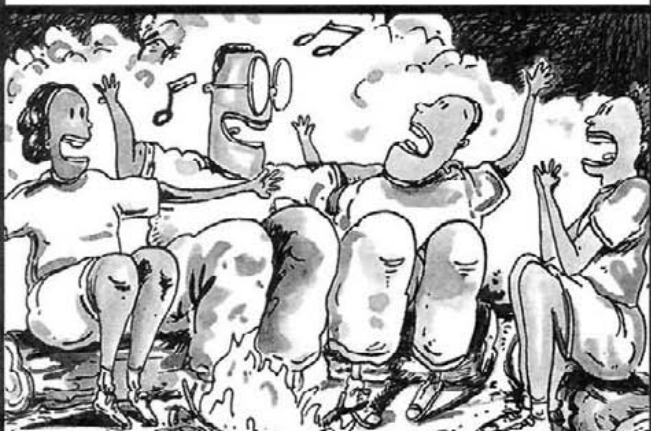
## Melvin

Melvin says, "Maybe your parents died."



## Jenkins

Jenkins gathers everyone around the campfire for a rousing rendition of "Michael Row the Boat Ashore."

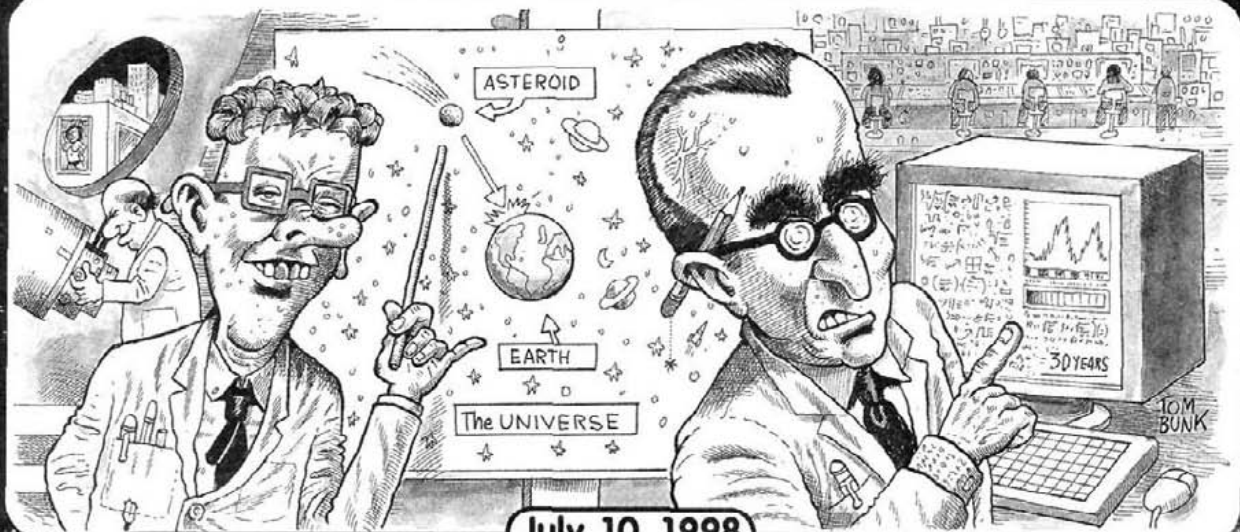


## Melvin

Melvin's favorite part of the campfire is putting it out.







July 10, 1998

Astronomers announce they have observed a huge asteroid headed this way, and calculate it will collide with Earth in 30 years.



#### KISS YOUR ASTEROID GOODBYE DEPT.

Ever since it was determined that dinosaurs became extinct because an asteroid collided with Earth 65 million years ago, people have been asking, "Can it happen again? And if it does, will I still have to pay my property tax?" Movies like *Deep Impact* and *Armageddon* have tried to show us what it would be like if we discovered a comet or asteroid headed right for us — stories of bold plans to divert the threat, reassuring leaders, a responsible news media and everyday people performing heroic deeds. But that's the movies! If you want to find out what it would really be like, then read MAD'S...

# COUNTDOWN to ARMAGEDDON



**July 10, 1998**

Sales of 30-year Treasury Bonds plummet.



**July 12, 1998**

Red-faced astronomers announce they forgot to carry the five, and now calculate the asteroid will miss Earth by several million miles.

Turns out what they thought was going to destroy humanity wasn't a massive asteroid at all...it was just the shadow from Rosie O'Donnell's head!



**July 12, 1998**

Every late night talk show host makes the identical joke.



**OCTOBER 3, 2008**

Astronomers realize they were right about the asteroid the first time, only now Earth has a mere twenty years left.



**NOVEMBER 4, 2011**

Las Vegas oddsmakers begin posting odds for the survival of various species.



**SEPTEMBER 6, 2016**

Last health food store in the world closes.





**NOVEMBER 5, 2022**

James Cameron is signed to produce a \$1 billion movie based on the impending disaster — if he survives the collision.



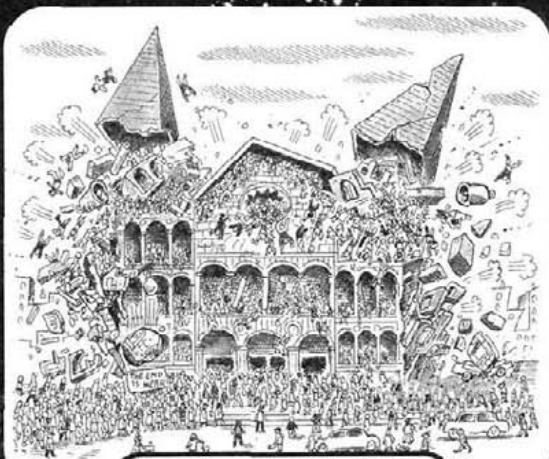
**JANUARY 29, 2023**

Astronomers announce that previously unavailable technology has enabled them to make a more accurate calculation of when the asteroid will hit...and it's in three weeks.



**FEBRUARY 2, 2023**

IRS revenues dry up as a record percentage of taxpayers file extensions.



**FEBRUARY 4, 2023**

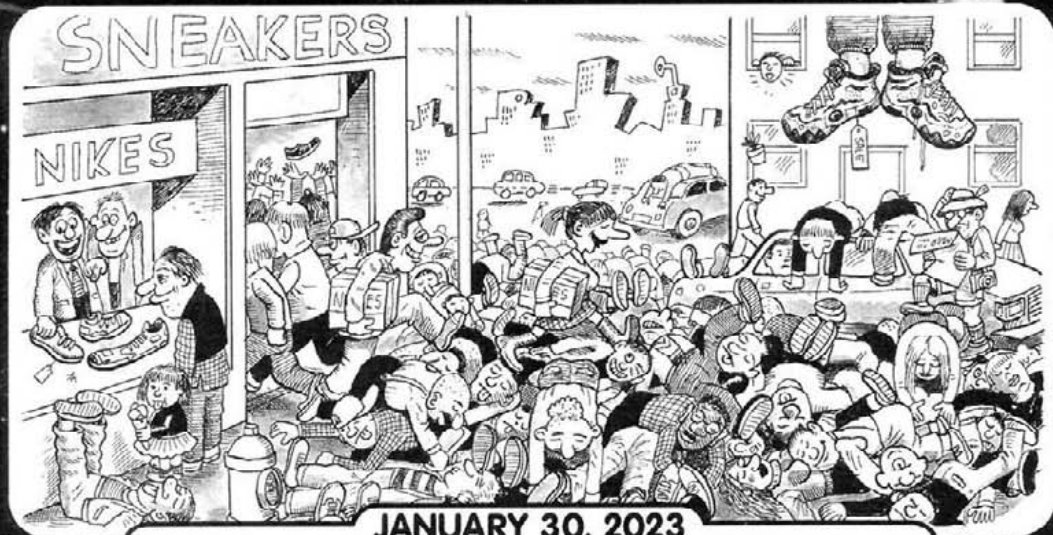
Increased attendance at churches, temples and mosques causes many houses of worship to structurally collapse, killing thousands.



**FEBRUARY 14, 2023**

The asteroid passes Earth, missing it by a million miles. Everyone goes back to their normal lives, embarrassed by their behavior over the past few weeks, but with a renewed passion for life and a sense of brotherhood and civility never before seen. It is truly the dawning of a golden age.





**JANUARY 30, 2023**

Nike sales skyrocket as millions of various cult members decide to jump the gun and kill themselves.



**FEBRUARY 9, 2023**

Nobody gives a #&@%! where they park anymore.



**MARCH 3, 2023**

A previously undetected comet destroys the Earth.



**N**ow, for the first time, you can relive history as it never happened. This new Freakland Mint series of hand-crafted, individually fired porcelain plates will be a treasured addition to the collection of even the most discriminating member of the lunatic fringe. Whether you're a marginally disgruntled American patriot or a bona-fide, gun-toting militia madman, you'll want to collect them all!

**Y**ou don't have to be an anti-Semite to appreciate this stunning pair of beautifully designed plates — but it helps!

The first plate, titled "Friday Night Poker Game," commemorates the jovial life among the inmates in Nazi Concentration Camps. Remember, the Nazis wouldn't have called their compounds "camps" if their Jewish visitors didn't enjoy them!

The second plate, titled "The Great Fraud," masterfully depicts a group of Jewish photo retouchers doctoring pictures of Nazi Concentration Camps. These devilishly clever artists changed the photos of normal, healthy campers into the fake pictures that made it appear as though the Nazis were unkind to their guests — all part of an elaborate practical joke for the whole world to enjoy!



## *Helping Our Indian Brethren — 1875*

**T**he touching story behind this gorgeously hand-glazed plate is told in the accompanying booklet, which is yours at NO EXTRA CHARGE! To prevent the Indians from freezing to death in the bitterly cold winter, the U.S. Cavalry supplied them with blankets. These brave American soldiers felt it was more important to keep the savages warm and comfortable than it was to tend to the white children suffering from smallpox, from whose hospital beds the blankets were taken.

# LAND MINT PRESENTS COMMEMORATIVE PLATES OF AMERICAN HISTORICAL HISTORY

## Happy Times On The Plantation —1859

Our most popular plate poignantly celebrates the wonderful life of African immigrants on America's picturesque southern plantations in the 19th Century. Referred to lovingly as "slaves," these treasured farm workers were so enamored with their white "owners" they often had babies with them!



## Rodney King Attacks Highway Patrolmen—1992



Here's a surefire conversation piece that's a welcome addition to any collection of revisionist art. This handsome plate was inspired by the suppressed Rodney King video footage (whose very existence is to this day denied by authorities!) which preceded the highly fictionalized, special-effects video seen widely on television. It depicts motorist Rodney King as he brutally attacks a group of innocent L.A. policemen. Created especially for you by one of Simi Valley's finest artisans!

## JFK Shoots Himself In Dallas—1963

This remarkable plate sheds startling new light on the so-called assassination that shocked the nation! President John Fitzgerald Kennedy, realizing his plan to turn the United States government over to the Pope was about to be exposed, took the only way out by shooting himself in the head with a pistol. A great gift for lovers of Oliver Stone, Jack Ruby buffs, or any unbalanced conspiracy enthusiast.



**Yes,** I believe the events of the past should be rewritten to conform to my personal beliefs. I have enclosed a check for \$249 for your complete set of Commemorative Plates. I understand that I will be sent and billed for additional plates as the Freakland Mint continues to reinterpret history to my liking.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**MAIL TO:**  
Freakland Mint  
127 Fictional Blvd.  
Inaccurate, AL 72134







SERGE-IN GENERAL DEPT.

# A MAD LOOK A



# AT THE BOSS

ARTIST AND WRITER: SERGIO ARAGONES









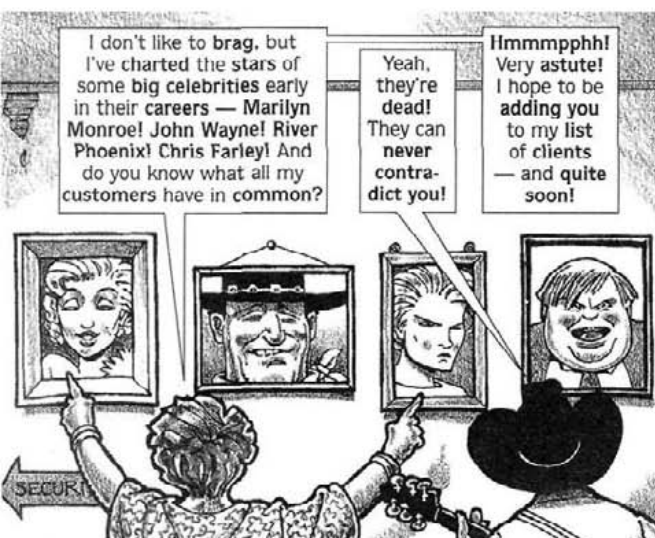
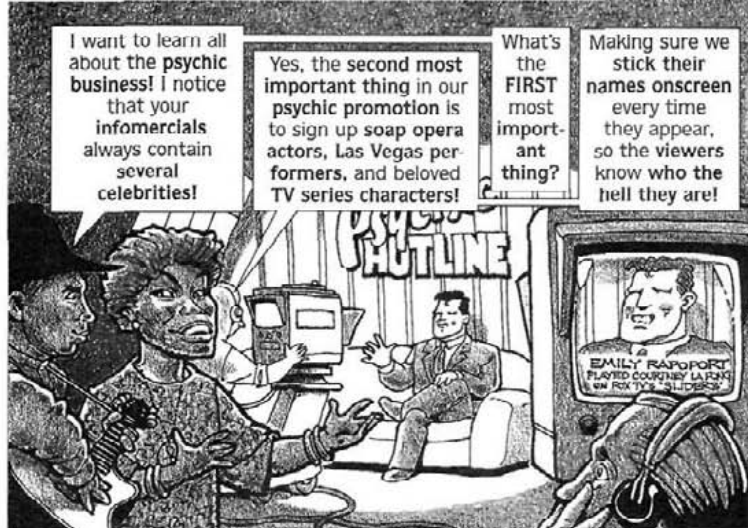
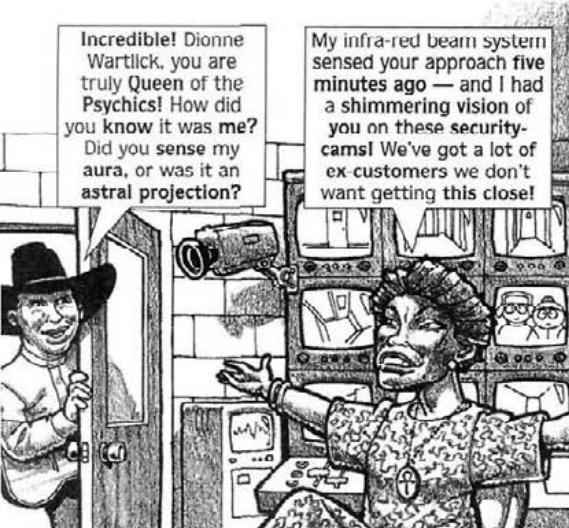
I see a number...it's getting clearer...yes...  
it's...a...**FOUR!** Yes, four! But beware! The  
number four holds **GREAT** danger for you all—  
because the **next four** pages will be wasted as...

# MAD

## INVESTIGATES THE PSYCHIC HOTLINE BUSINESS

Darf Brooks,  
come in,  
come in!

OFFICE OF  
DIONNE WARTLICK  
PRES. PSYCHIC HOTLINE







I see a change of jobs in your future!

Really, how do you know?

Because it's 1 PM! You're calling 1-900 numbers on a company line, you bonehead! When your boss catches your ass, you'll be out on the street by 1 PM tomorrow!



Hi! I'm Billy-Goat Williams! Welcome to my talk show, where we'll be discussing messages from the spirit world, inner fire, crystal healing, and other phenomena!

That is just so impossible to believe! It's uncanny!

You just need to keep an open mind about "the other side"!

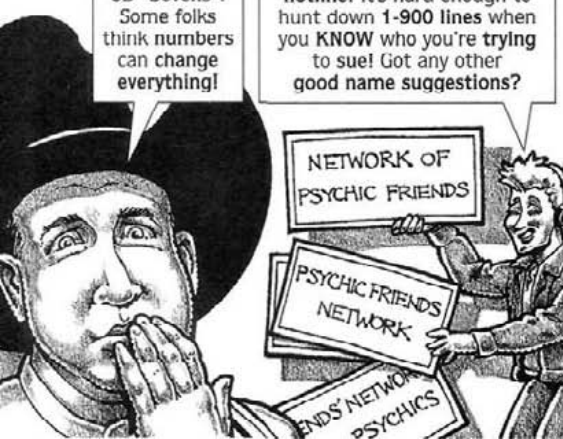
No, I can swallow the crystal shtick! I can't believe that Billy-Goat Williams is supposed to have his own talk show! Who'd be dumb enough to believe this is a real talk show?

LOTS of people! Like, anyone who thinks we can count up the letters in their name and tell them who they were in a past life!



I shouldn't talk, seeing how I named a CD "Sevens"! Some folks think numbers can change everything!

And it's true! As soon as we log 1,000 customer complaints, we switch the name of our hotline! It's hard enough to hunt down 1-900 lines when you KNOW who you're trying to sue! Got any other good name suggestions?



NETWORK OF PSYCHIC FRIENDS

PSYCHIC FRIENDS NETWORK

FRIENDS NETWORK PSYCHICS

Linda Gargantuan, you're billed as a "master psychic," whatever that is! What special "master" powers do you have?

As a genuine psychic, I will answer any question under the sun! Go ahead, ask any question and the spirits will answer truthfully!

Would a person who had psychic ability REALLY be sitting in a cubicle answering phones for four dollars an hour?

Answer hazy! Try again later!



PSYCHIC NETWORK OF FRIENDS



FRIENDLY PSYCHICS NETWORK

PSYCHIC A FRIEND





1-900 numbers are supposed to be for adults only! What precautions do you take to prevent children from calling?

We put a message in every ad! See right there: it says "You Must be 18 to Call!"

No offense, but I don't see anything there!

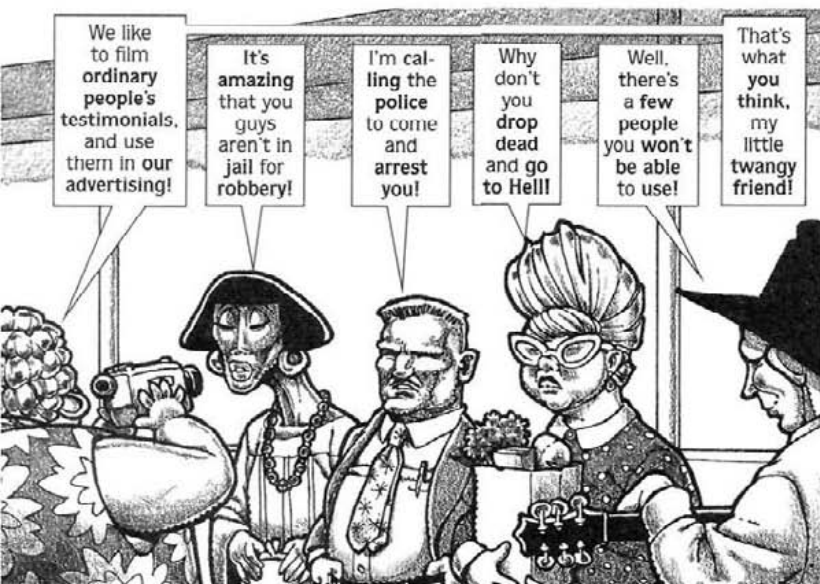
Oh, sorry! Let me brush away the dust speck that was stuck to the screen!

How can anybody possibly read that? These are the tiniest letters I've ever seen!

Yes, but remember: they're for children! And kids' tiny eyes are much smaller at that age!

But what if children ignore or miss the advisory? Is there any way to tell if it's a kid phoning up anyway and stop the call?

Hey, what am I? Some kind of mind reader?



We like to film ordinary people's testimonials, and use them in our advertising!

It's amazing that you guys aren't in jail for robbery!

I'm calling the police to come and arrest you!

Why don't you drop dead and go to Hell!

Well, there's a few people you won't be able to use!

That's what you think, my little twangy friend!



It's amazing!

I'm calling!

Why don't you?

I guess all the powers of the heavens and the void take second place to a good videotape editing machine!

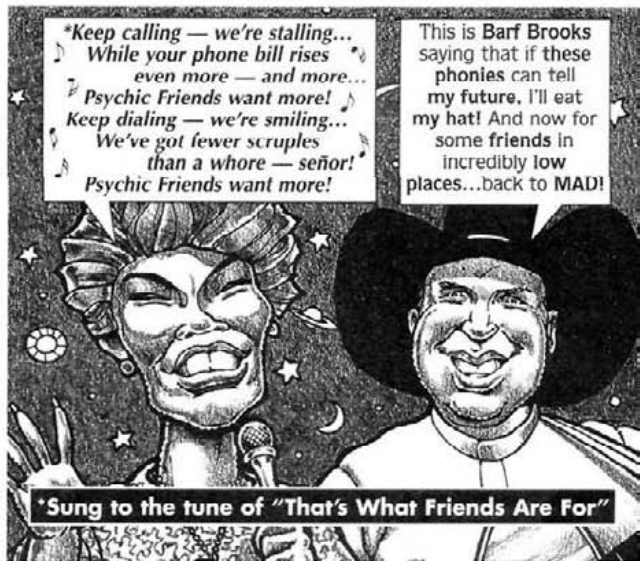


Hey! It just occurred to me — aren't all of you involved with totally separate, rival psychic hotlines?

Sure we are! But we're all in cahoots!

Yeah, if those dopes'll call one psychic, they'll call 15! They'll call and call and call, until they get the answer they want to hear!

That's why we always say we're better than all the "other" lines! It pays to compare! Boy, does it pay!



*\*Keep calling — we're stalling...  
While your phone bill rises even more — and more...  
Psychic Friends want more!  
Keep dialing — we're smiling...  
We've got fewer scruples than a whore — señor!  
Psychic Friends want more!*

This is Barf Brooks saying that if these phonies can tell my future, I'll eat my hat! And now for some friends in incredibly low places...back to MAD!

*\*Sung to the tune of "That's What Friends Are For"*

# MAD POP OFF VIDEO

## NATALIE IMBRUGLIA "TORN"

Following in the tradition of Snoop, Dre, Cube, and Eazy-E, this video features a gang of thugs more deadly than the Crips, and more brutal than the Bloods...



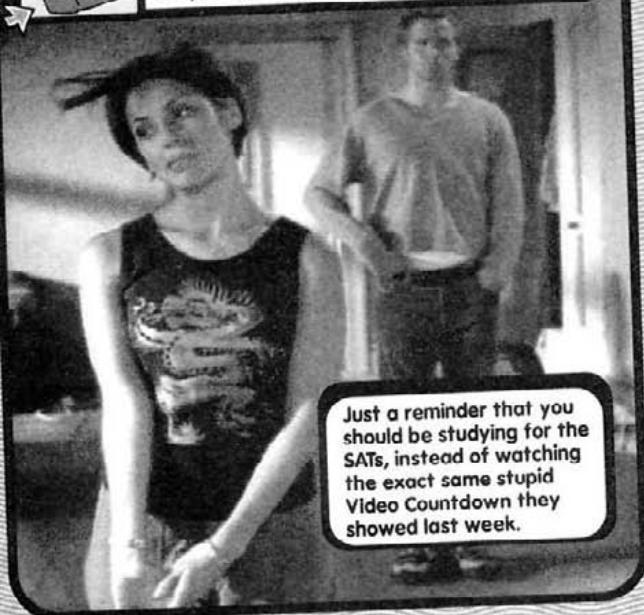
...the Teamsters.



Natalie's smart enough to sing "lying naked on the floor" early in the song's lyrics, knowing that 97% of MTV's audience is horny enough to watch the video all the way to the very last second, just to see whether she'll do it.



Speaking of Imbruglia, the dictionary defines "imbroiglio" as "a confused state of affairs; a complicated misunderstanding; a confused heap, tangle or troublesome situation."



Just a reminder that you should be studying for the SATs, instead of watching the exact same stupid Video Countdown they showed last week.



Natalie's greatest honor was winning 1998's "Video Artist Who Dances, Except They Can't" Award.



Previous Winners:  
1990: Whitney Houston  
1991-95: Michael Stipe  
1996: Los Del Rio  
1997: Puff Daddy

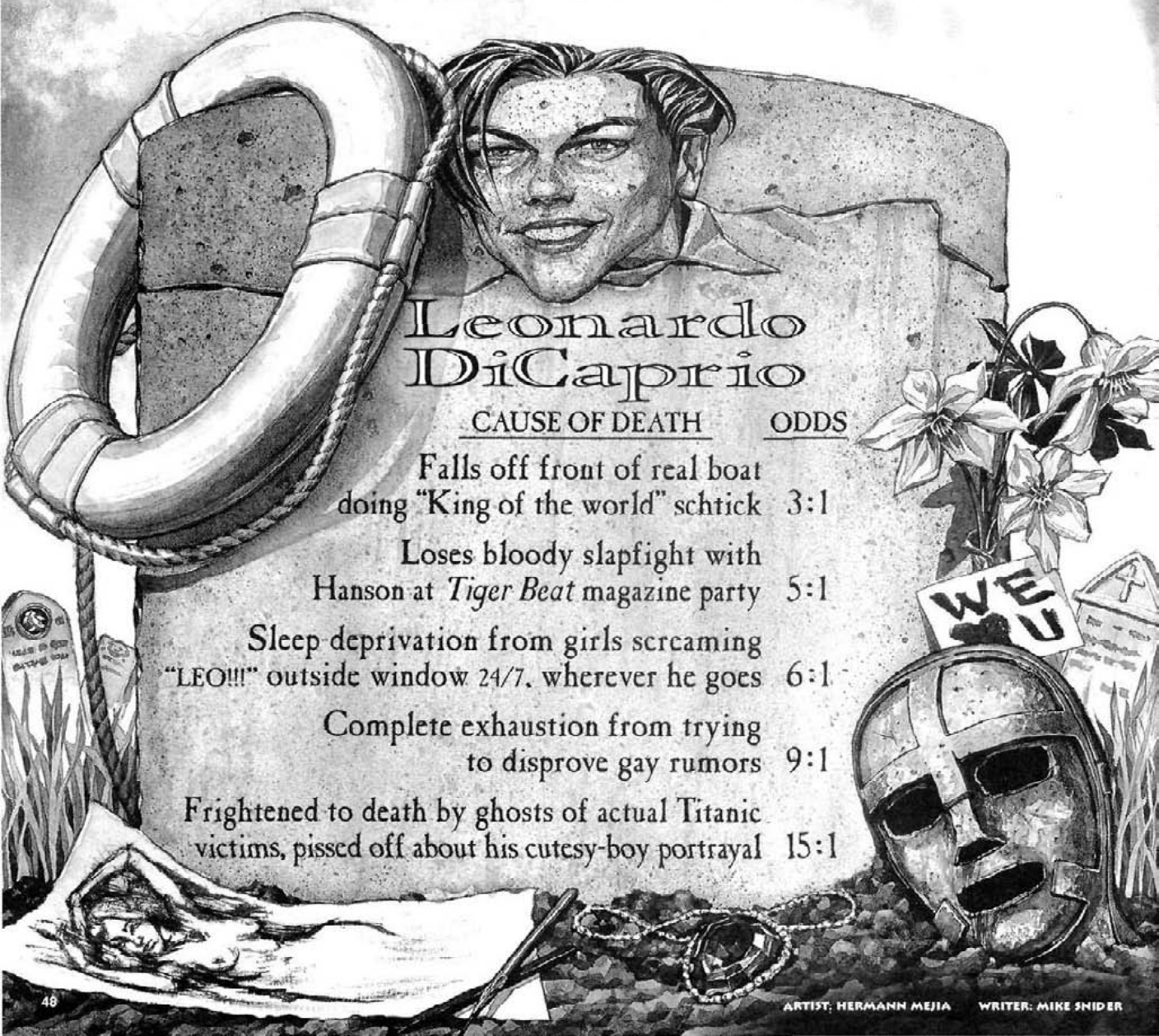




# MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will be buried at sea!

**THIS MONTH'S CANDIDATE TO GO TO THE BIG ICEBERG IN THE SKY:**



Leonardo DiCaprio

CAUSE OF DEATH	ODDS
Falls off front of real boat doing "King of the world" schtick	3:1
Loses bloody slapfight with Hanson at <i>Tiger Beat</i> magazine party	5:1
Sleep deprivation from girls screaming "LEO!!!" outside window 24/7, wherever he goes	6:1
Complete exhaustion from trying to disprove gay rumors	9:1
Frightened to death by ghosts of actual Titanic victims, pissed off about his cutesy-boy portrayal	15:1



WHAT COMPANY  
HAS A LOT OF  
PEOPLE GOING  
WILD OVER ITS  
BOTTOM LINE?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

With the stock market's recent brief plunge, it's hard to pinpoint what companies you should buy and what companies you should sell short. There is, however, one hot property that everyone is always interested in. To find out which company investors are jockeying to get into, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

**A**

FOLD THIS SECTION OVER LEFT

**B**

FOLD BACK SO "A" MEETS "B"



CALLING A BIG WALL STREET WINNER A MAVIN  
IS SLANG FOR WISE. CALLING HIM A  
KLUTZ IS SLANG FOR LOSER. IN THIS VEIN  
JUST AVOID BEING CALLED A SCHMUCK.

ARTIST AND  
WRITER:  
AL JAFFEE

**A**

**B**



A STREET SIGN WE'RE AFRAID WE'LL SEE

